

About our speakers:

Hermione Joye – Industry Head, APAC Travel, Google

Hermione is a Google leader with 15 years' experience in sales, marketing, strategy and business development in the technology & travel sector.

Hermione leads the APAC Travel team for Google's Large Customer Sales business, working with leading online travel agents, airlines & hotel chains to develop digital business strategy & products for Asian consumers. Prior to this, Hermione worked in Google's Sydney office managing major Retail clients.

Hermione has a degree in Economics & Social Sciences from Sydney University and was awarded the Young Citizen of the Year (2009) by the Woollahra Municipality.

Michael Widmann – Managing Partner, PKF hotelexperts

Michael Widmann joined PKF Munich in 1990 during which time he built up the hospitality consulting practice. In 2003, he moved to Vienna, where he established PKF hotelexperts. Besides managing a team of about 50 consultants and associates in nine locations, Michael provides strategic advice to clients in the hospitality, tourism and leisure sector. In addition to studying economics at the University of Applied Sciences in Munich and at Washington State University in Pullman, Washington, Michael completed an executive education curriculum at Cornell University School of Hotel Administration in Ithaca, New York. He gained hands-on operational experience working as a dishwasher, housekeeper, waiter and receptionist at various hotels. He also partook in a management trainee programme at with Mandarin Oriental in Singapore and Bangkok, and also worked at the Kempinski Hotel Vier Jahreszeiten in Munich, at Stouffer Hotels and Resorts in Seattle and at Claridge's in London.

As Chairman of PKF International's Hospitality Consulting Committee, Michael coordinates PKF's global hospitality, tourism & leisure consulting activities. He is the co-founder of the AlpAdria & Eastern Europe Chapter of the Cornell Hotel Society. Michael sits on the Advisory Board of the IMC University of Applied Sciences Krems and the MODUL University Vienna, where he is also a lecturer. He translated the Uniform System of Accounts for the Lodging Industry into German and (co-)authored various books and publications for the hospitality sector.

Pimpawee Nopakitgumjorn - Director, Market Management, Expedia Group

Having been with Expedia for the past 10 years, Pimpawee Nopakitgumjorn has a wealth of experience and deep insight in the Thai and Laos market. Currently serving as Director, Market Management at Expedia Lodging Partner Services, Pimpawee leads a dedicated team who are tasked with educating hoteliers on the concept of revenue management and maximising exposure for hotel partners across Expedia's 200+ travel booking sites.

Pimpawee joined Expedia as Market Manager, increasingly building her long-term relationships with Expedia hotel partners and stakeholders. She rapidly took on a greater role as she was promoted to Senior Market Manager and consequently Regional Manager over the space of 4 years, where she leads the organization through communication strategies and market insights, fostering an agile work environment, as well as identifying and coaching talent.

Previously, Pimpawee held roles in Agoda Company Pte Ltd/ Agoda Services Co.,Ltd., as well as recruitment agency PA Balanz Executive Search Co.,Ltd.

Pimpawee holds a Bachelor of Engineering degree from Thammasat University, before also obtaining a MBA, majoring in International Business, from the National Institute of Development Administration (NIDA) in Bangkok.

Chetan Patel, Onyx Hospitality Group, Vice President, Strategic Marketing & E-Commerce

Chetan has in-depth experience across a broad spectrum of online marketing and communications platforms. During a career of more than 16 years, he has garnered an excellent understanding of the ever-changing Internet travel landscape and is able to skillfully incorporate the latest developments into current business practices at ONYX Hospitality Group.

Chetan currently heads the E-Commerce department at ONYX managing all aspects of the organisation's online initiatives from SEO to digital marketing, web development, OTA relationship management, social media, loyalty CRM and partnership marketing.